

July 12, 2009 5PM

CTVO July Members Meeting

CTVO Non Profit Status Update

On June 15, 2009; The Connecticut Veterans Organization officially became a non-profit corporation in the State of Connecticut as Connecticut Veterans Organization, Inc

CTVO will begin to work on our official 501(c)3 Status and are working on having this finalized by March 2010. There is a cost of \$300 to apply for this status and we will need to work on increasing fundraising so we can pay for this expense.

There are several organizational restructuring that will be made over the next few months to make us fully compliant as a non-profit organization under state and federal laws. These changes will begin to be presented at our August Meeting. It is very important that all officers and members interested in becoming board members attend the August and September Meetings

We will be required to have a board of directors, and they will be voted in at our annual meeting this winter.

CTVO Call Volume

With new effective advertising with Google, Yahoo and other partners, our call volume has increased by over 800% in the last 45 days over the previous 45 day period.

Type of Calls

- Job Assistance
- Housing Assistance
- Volunteer Information
- Donation of Goods
- VA Benefits
- Medicare Benefits

Advertising

Here is a run down of the future of CTVO Advertising:

Google & Yahoo Search Marketing

Based on the outstanding results we have seen so far, we will continue in full force with the current advertising campaigns. These will continue and be reviewed again in September.

Facebook

Has not been very effective lately due to the high CPC rates. At this point we will stop advertising on Facebook and review options again in August, and if CPC rates have fallen below \$0.50 again, we will then continue with this method

MySpace

Has not been effective what so ever. MySpace Advertising has been stopped effective 6/30/09 and will not be reviewed again this year as an option.

Craigslist

Ad Campaign from May 20-Jun 20 was unsuccessful. We received nothing but junk communication. This will not be reviewed again as an option until November.

CTVO has been added on contact lists for other organizations.

VetFreinds.com

Network of Care*

*2 Clicks where reported on the webmaster report

Webmaster Report (See Attached) Presented By: Acting Webmaster

Financial Report (See Attached) Presented By: Jason Cap, Financial Officer

Assistance Report Presented By: Todd Szabo, Assistance Officer

Community Report Presented By: Joe Agnello, Community Officer

Volunteer Report Presented By: Acting Volunteer Officer

Fundraisers

Raffle

Annual Raffle Tickets must be handed in by Aug 9th. Drawing to be held on Aug 10th

Yankee Candle Fundraiser

Beginning on Aug 15, will be handed out at the Aug Meeting and will run until September 30th

Candy Fundraiser

We need to find more places to place box(s) so that we can raise more to continue our outreaching campaigns.

Magazine Fundraiser

Ongoing, Check Out Fundraiser Link online

Ideas for November/December Fundraiser

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Saturday January 23, 2010 will be the date for the First Annual meeting of the Connecticut Veterans Organization, Inc. All those interested in becoming on the board of directors must submit a request by November 30th. If there are more requests then openings, a vote will be held at the meeting. Meeting location will be announced at a later date.